

## Press Release

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### Year-round experience world "365 Days Grenzebach World" opens in Hamlar

**Company founder Rudolf Grenzebach and his daughter Sonja Grenzebach-Proeller unveiled Grenzebach's "365 Days Grenzebach World" in Hamlar on 28 April 2021. Visitors will be able to discover various technologies of the automation specialist all year round, on-site or virtually.**

Rudolf Grenzebach, the company's Founder, and his daughter Sonja Grenzebach-Proeller, Principal Shareholder and Advisory Board Chairwoman of the Grenzebach Group, ceremoniously unveiled the "365 Days Grenzebach World" at the headquarters in Hamlar on 28 April 2021. Due to the ongoing pandemic, the opening ceremony took place on a smaller scale. Afterwards, the founding family and the management of the Grenzebach Group went on a first tour through the year-round showroom. Founder Rudolf Grenzebach proudly examines the exhibition pieces: "The Grenzebach World combines exhibits and innovations from all our business units under one roof. This place shows the combined power of Grenzebach: courage, innovation and team spirit. I'm pleased to see various technologies we have created in over 60 years of our company history."

#### **The concept of the "365 Days Grenzebach World"**

With 800 square meters, the Grenzebach World provides enough space for a permanent showroom with exhibits from real customer cases and research projects as well as innovative prototypes from all business segments. The Grenzebach Innovation Center contains also several training rooms, a workshop and a virtual and augmented reality cell. The automation specialist will be offering virtual tours, accompanying online seminars or customer meetings in a planned "Grenzebach Studio". The Grenzebach World is open all year round. "Grenzebach's success story is closely linked to the success of our long-standing customers. We often accompany our partners for decades and work closely together. With the Grenzebach World, we have created an interactive place of meeting, learning and exchange, where our customers, suppliers, partners and employees can get involved and actively help to shape and develop the showroom", says Dr. Steven Althaus, CEO of the Grenzebach Group.

So far, the company has invested four months of planning and over 2,500 hours of work in the Grenzebach World. And this is not the end of it. The Grenzebach World is dynamic and grows and evolves continuously, not only with the company's experience but also with the demands and feedback of its visitors. Sonja Grenzebach-Proeller reiterates that: "Our Grenzebach World isn't a static project. It aims to experience technology in an exciting and interactive way. That's why everything on-site, as well as our online services, is dynamic and vivid. This project was brought to life thanks to the passion and dedication of many of our employees. They really have created something unique."

#### **Further Grenzebach projects planned**

Grenzebach is an international company and as such plans to realize a "365 Days Grenzebach World" at other locations of the group, too. The planning is already in progress. The Grenzebach World will be expanded with the "Grenzebach Academy" in the future. This teaching and learning platform will combine online courses with hands-on workshops and on-site training. With this, Grenzebach will create the best

Grenzebach  
Maschinenbau GmbH

Albanusstraße 1-3  
86663 Asbach-Bäumenheim

Contact:  
Daniela Köttel  
Phone: +49 906 982-2459  
daniela.koettel@grenzebach.com

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conditions for continuous, lifelong learning, training and collaboration for their partners and employees.

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*The Grenzebach World combines exhibits and innovations from all business units of Grenzebach under one roof at the headquarters in Hamlar.*

*Source: Grenzebach*



*Company founder Rudolf Grenzebach unveiled Grenzebach's "365 Days Grenzebach World" in Hamlar on 28 April 2021 (from left: Egbert Wenninger, Dr. Steven Althaus, Rudolf Grenzebach, Sonja Grenzebach-Proeller, Maria Grenzebach).*

*Source: Grenzebach*

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*After the opening ceremony, the founding family and the management of the Grenzebach Group went on a first tour (from left: Rudolf Grenzebach, Sonja Grenzebach-Proeller, Ralf Jäger, Dr. Steven Althaus).*

*Source: Grenzebach*

Grenzebach is a leading automatization solution provider for the global glass, building material and intralogistics market. In addition, the company develops new application areas, such as Friction Stir Welding, the automatization of industrial additive manufacturing and digital networking. The digitization platform SERICY allows customers to develop their own future-proof digital know-how. Grenzebach ranks among the international technology leaders in its markets. The global manufacturing footprint with production sites in Germany, Romania, the US and China, as well as additional worldwide locations ensure customer support on-site. More than 3,000 systems installed in more than 55 countries stand for quality and reliability. Since the company opened its doors 60 years ago, it has been owned by the founding family. With an export ratio of more than 90 percent, Grenzebach is a global player.